

# MEDFORD URBAN RENEWAL AGENCY STUDY SESSION MINUTES



**MEDFORD**  
URBAN RENEWAL

September 23, 2021

6:00 PM

Prescott Room, Medford Police Department  
219 S Ivy Street, Medford, Oregon

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The study session of the Medford Urban Renewal Board (MURA) was called to order at 6:00 p.m. in the Prescott Room of the Medford Police Station, on the above date with the following members and staff present:

Board members Clay Bearnson, Tim D'Alessandro, Chad Miller, Sarah Spansail, Eric Stark, Kevin Stine, Michael Zarosinski, (arrived at 6:46 p.m.); City Manager Brian Sjothun, Deputy City Manager Kelly Madding, Interim City Attorney Eric Mitton, CFO/Deputy City Manager Ryan Martin, Medford Urban Renewal Agency Executive Director Harry Weiss, City Recorder Winnie Shepard and Medford Urban Renewal Agency Administrative Support Technician David Hernandez; Mayor/Board Member Randy Sparacino and Councilor/Board member Alex Poythress was absent.

## 1. **Project Prioritization - Funding**

Medford Urban Renewal Executive Director Harry Weiss presented a spreadsheet illustrating MURA's funding needed to pursue projects that were ranked highest on the Board's project prioritization scoring sheet that was completed in July 2021. (PowerPoint attached.) Mr. Weiss requested ideas on how to improve the spreadsheet in a way that could effectively track funding and make favorable decisions based on the Board's goal driven criteria.

The spreadsheet analysis is formatted to present a comprehensive understanding of the motives and outcomes of specific fund allocations, the general distribution of these funds based on geographical location, and its capability to keep track of the balance of funds that are being invested. Based on the current data, MURA has a net figure of \$9,420,753.00 available for allocation to projects.

The Board came to a consensus regarding utilization of the prioritization spreadsheet and asked that private funds leveraged by MURA support be included in quarterly updates.

The Board appreciated the breakdown of MURA's projects and the type of project. Very simple to read and it's easy to see what has been spent and how much remains. It's easier for the MURA Board to determine what they could/should add.

Requested that the report is distributed quarterly and updated immediately after large changes.

Requested the inclusion of an "expenditure tracker" to see where the dollars are being spent,

Requested that staff provide project information on the website.

Requested a standardized title for the Residence Inn/Marriott/Hotel project.

## **2. Expansion of Central Business Overlay**

Mr. Weiss stated that as a result of recent modifications to the Medford Municipal Code and the expansion of the parking district, there is greater development flexibility allowed in the Central Business Overlay, which has attracted much interest from multiple developers. The owners of these three properties (as outlined in the attached PowerPoint) are actively pursuing redevelopment conversations. MURA and city staff identify these properties as high value high impact redevelopment opportunities.

The Board inquired about the proposed bicycle pedestrian pathway on Evergreen Street. Staff will contact Traffic Engineer Karl MacNair and Planning Director Matt Brinkley to find out if this idea is still an active objective in terms of downtown planning.

Mr. Weiss reported that the expansion would have no impact in terms of eligibility of MURA's support and funding for developers.

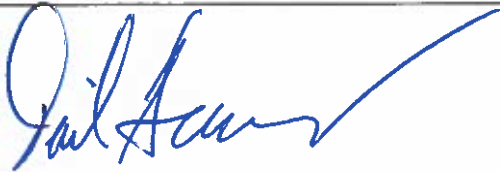
Mr. Stine asked whether a larger area might be included in the expansion. Staff advised that would be best evaluated through the Downtown 2040 Plan update.

Mr. Stark asked if this expansion is a minor or major amendment. Mr. Weiss said this is a rezoning, not a code amendment, nor an amendment of the MURA CCRP.

The option remains available to consider further expansion of the Central Business Overlay in the future, but that would require substantial outreach to many more property owners.

The Board gave direction to staff to prepare an application for submission to the city.

There being no further business, this Board study session adjourned at 7:10 p.m.

A handwritten signature in blue ink, appearing to read 'David Hernandez', with a long, sweeping flourish extending to the right.

David Hernandez, MURA  
Administrative Support Technician